



Marketing News You Can Use

Delaware Department of Agriculture Marketing Section



A MESSAGE FROM THE SECRETARY

Agriculture is Delaware's number one industry that produces excellent products that are second to none in the marketplace. The Delaware Department of Agriculture is committed to providing quality services to assist Delaware's producers to maximize their opportunities to market these products.

As your Secretary of Agriculture, I urge you to take advantage of the outstanding marketing information this newsletter provides..

*Sincerely - Michael T. Scuse,
Secretary of Agriculture*



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A Message From YOUR Marketing Team

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Welcome to the first issue of *Marketing News You Can Use*. This newsletter was created by the Delaware Department of Agriculture's Marketing Section, to help keep Delaware agricultural producers informed and up to date with the latest marketing news. Short articles about past marketing events, as well as future potential marketing opportunities, will be presented in each issue.

The newsletter was developed to keep Delaware agricultural producers informed about various events, as well as to provide useful marketing strategies and tactics to maximize their ability to market their products.

Our new Marketing Section is here to provide marketing assistance to your agricultural operation. Please do not hesitate to contact the Marketing Team at (302) 698-4535. We are looking forward to working with the agricultural producers of Delaware now and in the future.

Sincerely,

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Marketing Quote:

Business is not just doing deals; business is having great products, doing great engineering, and providing tremendous service to customers. Finally, business is a cobweb of human relationships

- H. Ross Perot

DDA is Looking for Delaware Producers for 2007 PMA Show in Houston

DDA's goal is to increase participation by Delaware producers in the **"2007 Fresh Summit"** that is scheduled for October 12-15, 2007 in Houston, Texas. Delaware producers interested in participating in the "2007 Fresh Summit" should contact DDA Marketing Communications Officer Kelli Steele at (302) 698-4519 or e-mail at kelli.steele@state.de.us.

The 2006 Produce Marketing Association Show, **"Fresh Summit 2006,"** in San Diego, California in October attracted more than 5,000 industry professionals including growers, shippers, retailers, processors, foodservice suppliers, farmers, and others. According to Bryan Silberman, PMA president, a new attendance record of more than 18,670 was set.

The show proved to be a huge success for Delaware farmers, Ellen and Dan Magee and Dosse Givens who attended the show with the Delaware Department of Agriculture's (DDA) Marketing team. Ellen Magee said, "I was very pleased with the show. We

were able to network with farmers and retailers from other states and were able to garner commitments from major retailers including Pathmark, Wal-Mart and Safeway for our crops next season."

The show also sparked great interest in DDA's new *"Grown Fresh with Care in Delaware"* logo, which is beginning to appear on Delaware products sold in Delaware supermarkets this year.

The Produce Marketing Association (PMA), based in Newark, was founded in 1949 and is a not-for-profit global trade association serving over 2,100 members who market fresh fruits, vegetables, floral, and related products worldwide. Its members are involved in the production, distribution, retail, and foodservice sectors of the industry. PMA's core purpose is to sustain and enhance an environment that advances the marketing of produce and related products and services.



**DDA Booth
2006
Fresh Summit**

Direct Marketing: Why Direct Mail Works

Do you know who is patronizing your agriculture business? Do you have a customer list? If so, are you keeping in regular contact with them?

Direct mail can be one of the most cost effective ways to reach your customers. The key is "your customers". Many business owners think of the large amount of junk mail they receive and dismiss the idea of direct mail. However, there are reasons direct mail works well, for example, you cannot ignore it (the federal post office guarantees that); you may not read it, but you definitely see it. Remember, these people buy your products. Why would they not be interested in reading about your business?

Always include value in your mailings. When creating your message, ask yourself "What is the benefit of them receiving your letter or flyer?" Perhaps the value is in knowing what products are currently in stock. You could also use your mailings to include special promotions. Whatever the case, you are giving them a reason to visit your store or farm market.

Email is a real cost saver and also quick! Be sure to ask your customers to share their e-mail addresses with you. Save printed mailings for special times during the season such as your season opening, or the holiday sales times. Regular mailings can be as simple as an e-card or a post card that

lists your current product offerings.

Another great benefit of your customer list is that it provides a list of people whose opinion you value! Use your customers as a resource for ways to improve your operation.

So display a contact sheet at your cash register and ask each customer if they would like to be included on your mailing list.

If you would like assistance in developing a direct marketing strategy please contact the Marketing Team at dda.marketing@state.de.us.

10th Farmers' Market Set To Open in 2007

Delaware Farmers Needed for 2007 Market Season

The Delaware Department of Agriculture and organizers of The Rehoboth Beach Farmers' Market Association recently announced the formation of a new farmers' market for Rehoboth Beach. The market that will open in June 2007 at the Rehoboth Beach Grove Park will be open on Tuesdays from 3 p.m. to 6:30 p.m.

Secretary of Agriculture, Michael Scuse, said, "I am very pleased to see this growth in our Delaware's Farmers' Markets. DDA is proud to partner with the City of Rehoboth to provide this opportunity for our local farmers. Our goal is to establish a fresh connection between the agriculture community, Delaware residents, and millions of tourists as they enjoy fresh, delicious, quality Delaware agricultural products that are second to none."

The Delaware Department of Agriculture currently promotes 9 farmers' markets statewide:

- Downtown Wilmington Farmers' Market located at Rodney Square;
- Trolley Square Farmers' Market in Wilmington;
- Little Italy Neighborhood Association Farmers' Market located at 7th & Bancroft Street in Wilmington;

- Valero Delaware City Farmers' Market located at the Delaware City Fire Hall;
- Hockessin Farmers' Market located at the Hockessin Fire Hall on Route 41;
- Smyrna Rest Area Green Farmers' Market located at the Smyrna Rest Area;
- Downtown Milford Farmers' Market located at Walnut Street & Riverwalk Park;
- Historic Lewes Farmers' Market located at the Lewes Historical Society;
- Georgetown Farmers' Market located on Market Street next to Givens Florist

Dates, days and times for all the markets will be announced during the next several months.

Meantime, the DDA is looking for Delaware farmers who may be interested in becoming involved with the markets. "It is essential that Delaware farmers get involved with these markets," said DDA Marketing Communications Officer Kelli Steele. "We want quality produce at Delaware farmers' markets and who better to provide that quality than Delaware farmers." **Delaware farmers interested in becoming a vendor during**

the 2007 market season, should contact Kelli Steele at (302) 698-4519 or e-mail: kelli.steele@state.de.us.

The growth in Delaware farmers' markets reflects the national trend. According to the U.S. Department of Agriculture recently announced the number of farmers markets increased more than 7 percent between 2005 and 2006.

The new numbers are based on an update of the National Farmers Market Directory by USDA's Agricultural Marketing Service (AMS), and the preliminary results of the 2006 USDA National Farmers Market Survey, conducted by AMS in partnership with Michigan State University.

The updated directory lists 4,385 farmers markets currently operating in the United States, representing a 7 percent increase from 4,093 farmers markets in 2005. As a result of the strong growth in the number of farmers markets, total sales volumes are estimated at about \$1 billion for 2005, significantly larger than the estimated sales volume of \$888 million in 2000.

Delaware Ag Week '07

Organizers are continuing to put the finishing touches on Delaware Ag Week 2007 to be held at the Delaware State Fairgrounds in Harrington from Jan. 22-27.

The Direct Marketing/Agritourism Session at Delaware Ag Week is scheduled for Tuesday, Jan. 23, 2006 from 9 a.m. to 4:30 p.m. The program for the day includes:

- An update from the Delaware Department of Agriculture's (DDA) Marketing team;
- An update from the Agritourism Association;
- An update on farmers' markets in the state;
- Information regarding food safety;
- Direct marketing information.

More than 3,000 people attended last year's Ag Week and even more are expected this year.

The entire Ag Week schedule is posted online at www.rec.udel.edu/AgWeek/schedule.htm

New Logo to Support Delaware Agriculture



In 2007, consumers will be able to immediately identify quality Delaware agricultural products in

stores, at farmers markets and on-the farm markets.

Recognizing the success of other states' branding programs, the Delaware Department of Agriculture's marketing team has created a new logo as part of a new marketing campaign, **Grown Fresh with Care in Delaware**, designed to promote and increase the consumption of Delaware agricultural products.

Governor Ruth Ann Minner unveiled the new **Grown Fresh with Care in Delaware** logo in June 2006. During the announcement, Governor Minner said, "As Delaware's Governor, I am proud to present our new agricultural products marketing program and logo

to you. Whenever I see this new logo, I am going to think about the taste of delicious, red ripe strawberries, crisp green asparagus, sweet corn, succulent peaches, and a vibrant medley of so many more products that are **Grown Fresh with Care in Delaware**; products that were picked just hours ago from nearby ground. When you see this logo, you know that the products did not travel for days from far away places."

Research shows that consumers place value on knowing where their food comes from. This is especially true in the produce section. Furthermore, many consumers place higher value on locally grown products than ones shipped in from out of state.

Many retailers have started to recognize this trend. Identifying the origin of produce has become a common

sight in supermarkets across the nation. The DDA plans to provide the new logo to any retailer that sells Delaware products, including roadside stands, and farmers' markets.

The DDA will support the program with point of sale (POS) material, and advertising in targeted media. So no matter how, or where consumers spend their dollars they will have the ability to support Delaware.

The DDA marketing team is expanding the **Grown Fresh with Care in Delaware** campaign by developing **Made Fresh with Care in Delaware** and **Packaged Fresh with Care in Delaware** versions of the campaign and logo to promote processed and value added products. **Please contact the marketing team if you are interested in learning how one of the new logos can increase your sales.**

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